

of framing Recruitment Regulations for Prasar Bharati employees and setting up the PBRB are at advanced stage of inter-ministerial consultations. The Government has also recently permitted Prasar Bharati to fill 1150 essential vacancies in relaxation of austerity guidelines.

The instructions of the Government on reservation policy are being followed. Moreover, whenever any complaint is received relating to non-observance of these orders scrupulously, appropriate remedial action is taken.

### **Digitalization of cable TV networks**

†384. SHRI RAMCHANDRA PRASAD SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that around 146 million homes are using television in the country, at present;
- (b) if not, the facts in this regard;
- (c) whether it is also a fact that 51 per cent viewers are using cable TV and 25 per cent out of the remaining homes are using DTH and 25 per cent are using DTH in Government sector;
- (d) if not, the fact in this regard;
- (e) whether Government has made the digitalization compulsory by removing the current cable operation system by 31 December, 2014; and
- (f) if so, the possible outcome thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (d) As per the Federation of Indian Chambers of Commerce and Industry (FICCI) KPMG Indian Media Entertainment Industry Report 2012, there are a total of 146 million TV households in India in 2011. Out of which, Cable TV Networks covers 74 million households i.e. about 51%, Private Direct to Home (DTH) covers 37 million homes i.e. about 25%, Doordarshan Direct to Home covers 8 million homes i.e. about 6%, remaining 27 million homes are covered by the terrestrial coverage of Doordarshan which is around 18%.

(e) As per this Ministry's Notification dated 11th November 2011, following the amendment of Cable Act by Parliament, it shall be obligatory for every cable

operators to transmit or re-transmit programmes of any channel in an encrypted form through a Digital Addressable System (DAS). The implementation of DAS is to be completed across the country by 31.12.2014.

(f) Digitalization of Cable TV Network will benefit all stakeholders including the Government. The Government would stand to gain significantly as transparency in the subscriber base through digitalization would lead to multi fold increase in the tax collection. For broadcasters it would lead to enhanced revenue generation through transparency in the subscriber base. The Cable Operators will also be able to provide advanced high quality services to their consumers and be competitive *vis-a-vis* the DTH operators. Viewers will be able to get superior picture quality, availability of choice to select channels, value added services - video and games on demand and triple play etc. Digitisation is poised to revolutionize the broadcasting industry as it has begun to make the broadcasting landscape dynamic, transparent and accountable.

#### **Installation of transmitters**

385. SHRI N. BALAGANGA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is slow progress with respect to installation of High Power Transmitters/Low Power Transmitters/Very Low Power Transmitters in the country, since the inception of Prasar Bharati;

(b) if so, the reaction/response of Government thereto; and

(c) the steps taken/proposed to be taken by Government to relay/telecast DD/AIR programmes all over the country?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) Prasar Bharati has informed that since its inception in November 1997, 493 additional TV transmitters (High Power Transmitters 122, Low Power Transmitters-173, Very Low Power Transmitters-198) have been commissioned by Doordarshan.

As regards All India Radio, at the time of formation of Prasar Bharati there were 297 AIR AM/FM Transmitters in the AIR Network, by the end of Eleventh Plan the figure has gone upto 431. At present, AIR has a network of 461 AM/FM Transmitters.